Business Matters

Social Media Marketing: Blogging

In our July issue, we discussed interactive Web 2.0 tools to take your marketing to the next level. With a little bit of extra effort, you can connect to your customers in various online ways. Start by keeping a blog to boost your business!

> **Blog: Web log**
> Allows for updating of a website with frequent commentary or posts in chronological fashion

Posting to a blog lets the small business owner create current content, link out to more buzz about the industry, and make connections. Blog content is both personal

INSIDE THIS ISSUE

Small Business Start-up in Spanish

The Library's Business Matters web portal offers web content en Español for business startup and planning.

Small business owners and those considering starting a small business will be able to access

Comenzando Su Pequeña Empresa

- **Planeando su negocio**
- **Escogiendo y registrando su estructura corporativa**
- **Evaluando su competencia**
- **Financiando su negocio**
- **Licencias y regulaciones**
- **Operando y expandiendo su negocio**

information on Small Business Start-up (Comenzando Su Pequeña Empresa) in Spanish.

New business owners will find links to library resources and websites on business planning, licensing and corporate registration.

and informational. It's quick and easy to update, no webmaster needed!   Your business blog keeps customers current on your ideas, products, and services.
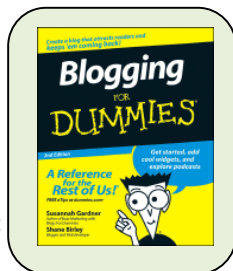
> ### *What to put in a blog?*
> - *Discuss innovative ways to use your products or services*
> - *Make observations and comments on industry trends*
> - *Demonstrate different ways your business helps your customer to increase revenue*
> - *Link out to more sites*
> - *Gather comments from customers*

Making updates at least once or twice a week keeps the blog visible to your customers and potential customers. The more often you update the better, causing the blog to surface more frequently in a search engine like Google.

The blog begins to establish you, the business owner, as a knowledge expert in your industry.   Your name and professional know-how bubbles to the top over and over.   Now that's marketing!

Read more about it in
Blogging for Dummies
Available at your library.

Two blogging websites to start:
www.blogger.com
www.wordpress.com

Scoping out the Competition with

With our business database, Reference USA, staying on top of your competition has gotten a little easier. A directory listing of 14 million U. S. companies, Reference USA gives you the ability to search for businesses using various criteria.

- ☆ Zero in on all the nail salons in Oviedo, or insurance agencies in Lake Mary, or retail book dealers in 32771.

- ☆ Find the tree service companies with sales over $500,000 in Seminole County

- ☆ Get a list of owners of pet grooming establishments in the Orlando MSA

- ☆ Compile a mailing list of builders of single-family residences in Volusia County

Check it out in the Library or from home.
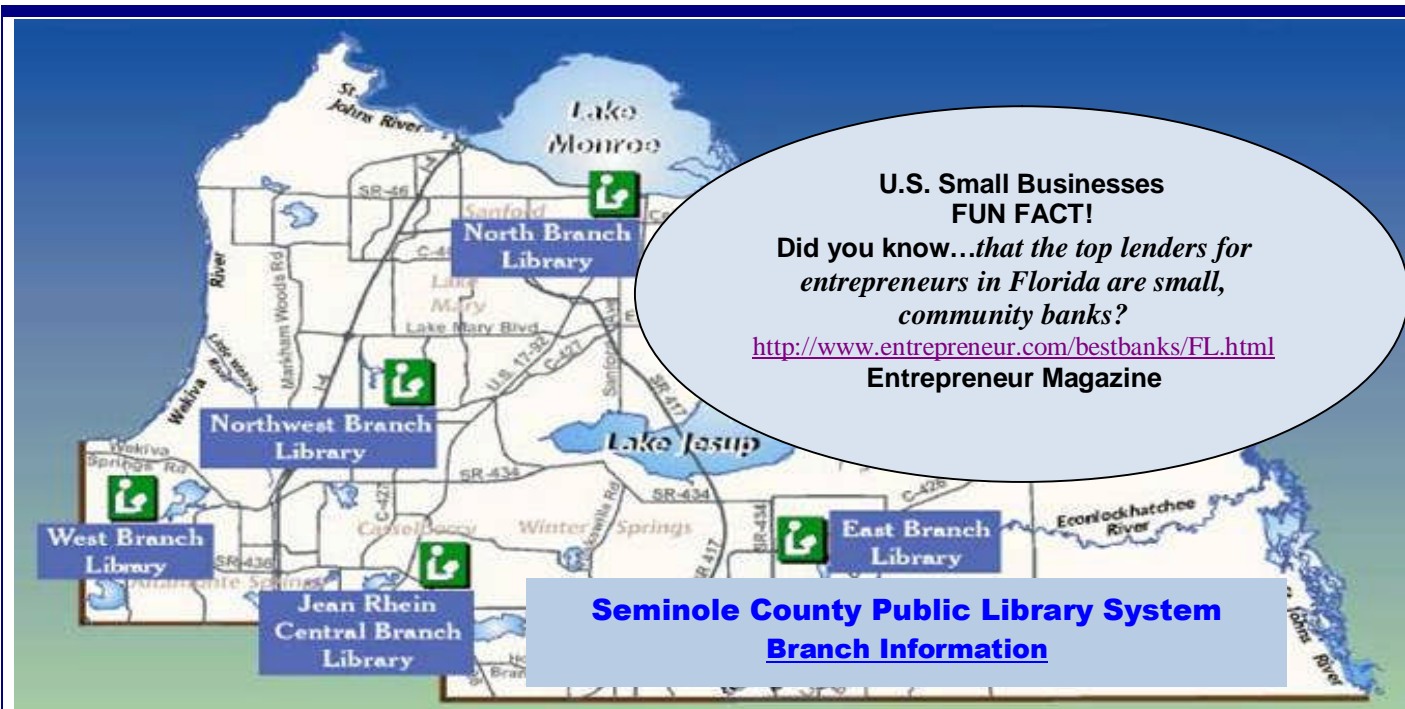
www.seminolecountyfl.gov/library

Coming up in future issues, social media (Web 2.0) marketing with:
Podcasting
YouTube
Facebook
Twitter

Small Business Seminars, Fall 2009
Business Startup 101
Business Plans 101

Starting in September at the following locations:
Central, East and Northwest Branch Libraries

A joint venture with the Small Business Development Center at Seminole Community College.

**U.S. Small Businesses
FUN FACT!**
Did you know…*that the top lenders for entrepreneurs in Florida are small, community banks?*
http://www.entrepreneur.com/bestbanks/FL.html
Entrepreneur Magazine

**Seminole County Public Library System
Branch Information**

Calendar of Events
*Register Online

September 15, Tuesday, 6:00-7:30 PM
Business Startup 101
Central Branch - Casselberry

September 29, Tuesday, 6:00-7:30 PM
Business Plans 101
Central Branch - Casselberry

October 8, Thursday, 1:00-2:30 PM
Business Startup 101
East Branch – Oviedo

October 22, Thursday 1:00-2:30 PM
Business Plans 101
East Branch – Oviedo

November 3, Tuesday, 6:00-7:30 PM
Business Startup 101
Northwest Branch – Lake Mary

November 17, Tuesday, 6:00-7:30 PM
Business Plans 101
Northwest Branch – Lake Mary

The webpage features Spanish language business books as well as ¡Informé! (Revistas en Español), a database of articles from over 140 Hispanic magazines and journals.

www.seminolecountyfl.gov/library/business

Click on
Small Business Startup (En Español)

Seminole County Public Library System
Monday – Thursday, 9:00 am - 8:00 pm
Saturday, 9:00 am - 5:00 pm
Sunday, 1:00 - 5:00 pm

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